

## New laws aim to address challenges of dynamic media scenario: Expert



**Srinagar, Oct 30:** To discuss the vital role of media laws in regulating content accessed by audiences with diverse perspectives, especially on social media platforms, the University of Kashmir (KU) organised a special lecture here.

The event, organised by the varsity's Media Education Research Centre (MERC) focussed on the significance of media laws in today's rapidly evolving landscape.

Former Joint Secretary, Ministry of Information and Broadcasting, Government of India and current Principal Commissioner of Income Tax for J&K and Ladakh, Vikram Sahai, delivered the special lecture.

Highlighting the pressing need to modernise outdated legal frameworks, Sahai said the media landscape has evolved, yet many laws date back to colonial times.

"As society changes, so too must our laws," he said.

Sahai, who played a key role in the enactment of the Press and Registration of Journals and Periodicals Act, 202, replacing the archaic Press and Registration of Books Act of 186, spoke on recent regulatory amendments concerning OTT platforms.

"There is a need to harmonise social norms, cultural sensitivities and creative freedom in media production," he added.

Outlining the government initiatives for maintaining content quality, he spoke on the establishment of online registration for periodicals and the Broadcast Seva Portal to facilitate broadcasting and dissemination processes.

In the interactive two-hour session, Sahai explored challenges in digital media, the ethical codes guiding it and the responsibilities of media practitioners.

Encouraging students to produce impactful media content and highlighting the importance of understanding legal and ethical boundaries in media, he said: "In debate lies the spirit of democracy."

In her welcome address, Head, MERC, Prof Sabeha Mufti, acknowledged the relevance of such discussions for budding media professionals.

Faculty members including Prof Aaliya Ahmad, Prof Malik Zahra, Prof Syeda Afshana, Dr Irfan Hashim, Dr Adil Bakshi and scholars and students attended the programme.

Faculty, MERC, Dr Rashid Maqbool conducted the proceedings of the event.

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